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# U.S. DEPARTMENT OF COMMERCE SECRETARIAL BUSINESS DEVELOPMENT MISSION APPLICATION



## **Business Development Mission to Mexico - November 18-22, 2013**

Information provided to the Department of Commerce in connection with the business development mission may be made publicly available. However, to the extent allowed by law, including the Freedom of Information Act, the Department will withhold any information that it determines to be confidential commercial information, the disclosure of which would be likely to cause Company/Participant substantial competitive harm. To assist in our determination, please identify the information you believe meets those criteria.

APPLICANT INFORMATION					
Salutation: Fir	st Name:	Middle Name:	Last Name:	Suffix:	
Title:					
Street Address:					
City:	State:	Postal Code:	Country		
Work Phone:	Cell Phone:		E-mail:		
	cant biography at the		nd and qualifications. If process. If you attach a		
Contact Name (if differer	nt from applicant) or As	sistant:			
Somact Name (ii dinerer	it from applicantly of Ac	sistant.			

Contact/Assista	tact/Assistant Phone: Contact/Assistant E-mail:				
Additional Appli	cant(s). Please in	clude name and	title.		
COMPANY IN	IFORMATION				
Company Name	any Name: Company Web Site:			pany Web Site:	
Headquarters Location:	HQ City	r:	HQ State:	HQ Country	
How would you	best describe bus	iness characteris	tics(s)?		
Ple	ase select all char	acteristics that a	pply:		
	U.SOwned		Foreign-Owned		
U.SBased Operating Unit		iting Unit	8(a) Certified		
	Minority-Owned		Women-Owned		
	Veteran-Owned				
	Other				
Identify any pa	rent company(s) if	applicant compa	any is a subsidiary:		
State of Incorpo	oration:	Annual Sales:		No. of Employees:	
How would you	best describe you	r business mode	?		
Ple	ase select model(s	s) that apply.			
Manufacturer			Service Company		
Distributor			Franchisor		

Trade Association

Export Management Company

Other

features that distinguish your product/service from the competition and describe the competitive advantages and unique selling position:
What type of registration or licensing does your product/service require:
U.S. Export Content Certification
A company interested in participating in this mission must certify that the goods and/or services it seeks to export through the mission are either produced in the United States, or, if not, contain at least 51% U.S. content. In cases where the U.S. content does not exceed fifty percent, especially where the applicant intends to pursue investment and major project opportunities, the following factors, may be considered in determining whether the applicant's participation in the trade mission is in the U.S. national interest:  o U.S. materials and equipment content; o U.S. labor content and/or U.S. job creation; o Repatriation of profits to the U.S. economy; o Potential for follow-on business that would benefit the U.S. economy.
Please check the statement that best describes the U.S. content:/service:
The company's product/service(s) is manufactured/sourced/produced entirely in the United States.
The company's product/service(s) are manufactured/produced/originated outside of the United States but marketed under the name of a U.S. firm and have U.S. content representing at least 51% of the value of the finished good or service as defined in the U.S. national interest statement above.
The company's product/service(s) contains less than 51% U.S. content.
If the percentage of the U.S. content is less than 51% of the value of the finished goods and services please explain why the products and/or services should be considered for promotion during this mission:
INTERNATIONAL BUSINESS EXPERIENCE
How would you best describe your company's international business experience:

Please select the level of export experience that applies best:

New to Export - Never exported to or done business in a a foreign market.

Export Ready - Have an international marketing plan and/or received export training.

New to Market - Currently exporting/doing business internationally, but first entry to target market(s).

Old to Market - Currently exporting or doing business in the target market(s).

Are you currently working with a U.S. Department of Commerce office or U.S. Embassy?

If yes, please provide the office name (e.g., USEAC, MBDA, Advocacy Center, etc), location and the names of the specialist you are working with:

Yes

No

Is your product/service(s) currently sold overseas and/or does your Company/Organization have investments in overseas markets?

Yes

No

If yes, provide a brief description of the company's overall international activities. Please include specific information, including aggregate or country-specific export dollar values, if you are active in the countries(s) and/or region targeted by this mission:

Describe how your product/service(s) is typically sold, distributed and marketed in the United States and overseas (if applicable)?

### **MISSION-RELATED INFORMATION**

To assist the Department of Commerce in determining your objectives for the mission, please identify your top objectives for participation in the mission.

	Exposure to new business pr	ospects	Product testing or market research
	Finding a sales representativ	ve	Finding licenses
	Finding a distributor		Finding a joint venture partner
	Immediate Sales		Information on a major project(s)
	Advocacy for major project(s	s)	Government meetings
	Other		
Does your comp mission?	any currently have represent	tation in the cou	untries(s) and/or region targeted by this
Yes			
No			
If yes, is the reparrangement ex			entative/partner aware that you are ticipate in this mission:
Yes		Yes	
No		No	
language ability,			is ideal prospects must have (e.g., English vidual country coverage, investment capability,
	lescription of how your partione mission statement:	cipation is consi	stent with the goals/objectives of this mission,
In one or two se	entences how you would defir	ne success from	your participation on this mission:

### **ATTACHMENTS**

Select all that apply:

If you would like to include an additional information that you would feel would be useful to the Department of Commerce in the decision process, please feel free to attach supporting documents below.

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Attachment

#### **DISCLOSURES**

The U.S. Department of Commerce is authorized to collect this information under 15 U.S.C. 1512, Reorganization Plan No. 3 of 1979 (5 U.S.C. Appendix 1). We use this information to determine whether or not the applicant should be selected to participate in the business mission, as set forth in the mission statement.

Although you are not required to respond, no agreement may be concluded for the company's participation in a U.S. Department of Commerce business mission unless a completed Business Mission Application has been received. If information is not provided, the Department may either reject the application or take the lack of information into account when it evaluates the applications relating to the mission.

The Paperwork Reduction Act of 1995. Public reporting for this collection is estimated to be 30 minutes per response, including time to review instructions, search data resources, gather data needed, and complete and review the information collection. Notwithstanding any other provision of law, no person is required to respond to nor shall a person be subjected to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for improving this form or reducing this burden, to: Reports Clearance Officer, Office of the Secretary, U.S. Department of Commerce, Room 6611, 14th Street and Constitution Avenue, N.W., Washington, DC 20230.